

Ask and Act:

KEEP TRUST TOP OF MIND

FOR THIS “ASK AND ACT” SECTION, REFER TO PAGES 38-40 OF THE “REPLENISHING TRUST” GUIDE IF YOU NEED CLARITY ON TERMS OR EXAMPLES.

As people often say, “We measure what matters.” If trust matters, you need to measure it.

Frequently review and ensure your organization is asking the explicit question: “Are we keeping our promises and staying aligned with our stated values and moral norms?” Your organization can do this through short surveys either at existing touchpoints with collaborators and partners (such as programming or through existing newsletter channels) or through facilitated discussion where there is a commitment to act on the feedback received.

Create feedback loops among the internal team as well as external communities.

What feedback loops does your organization have that it can use now, and which ones will your organization put in place to assess its trust?

Who is the person or group of people responsible for sharing progress across your organization, and who is accountable for acting on this information?

When will people who provided input hear back from your organization about how feedback will be implemented?

Set up indicators that your organization believes earn trust and assess them.

Trust indicators	Have they stayed the same, increased or decreased since you last checked?

Based on the above, what does your organization want to keep doing, stop doing, and start doing to maintain or improve trust, and who is responsible for taking action?

Keep doing	Responsible

Stop doing	Responsible

Start doing	Responsible